



Docket No.

5205.00

# Declaration and Power of Attorney For Patent Application

## English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

### INTERNAL TARGETED ADVERTISEMENTS USING TELEVISION DELIVERY SYSTEMS

the specification of which

(check one)

is attached hereto.

was filed on October 10, 2001 as United States Application No. or PCT International

Application Number 09/973,083

and was amended on \_\_\_\_\_

(if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application on which priority is claimed.

### Prior Foreign Application(s)

Priority Not Claimed

(Number)	(Country)	(Day/Month/Year Filed)	<input type="checkbox"/>
(Number)	(Country)	(Day/Month/Year Filed)	<input type="checkbox"/>
(Number)	(Country)	(Day/Month/Year Filed)	<input type="checkbox"/>

I hereby claim the benefit under 35 U.S.C. Section 119(e) of any United States provisional application(s) listed below:

(Application Serial No.) \_\_\_\_\_ (Filing Date) \_\_\_\_\_

(Application Serial No.) \_\_\_\_\_ (Filing Date) \_\_\_\_\_

(Application Serial No.) \_\_\_\_\_ (Filing Date) \_\_\_\_\_

I hereby claim the benefit under 35 U.S.C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C.F.R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

09/054,419 (Application Serial No.)	April 3, 1998 (Filing Date)	Pending (Status) (patented, pending, abandoned)
08/735,549 (Application Serial No.)	October 23, 1996 (Filing Date)	Pending (Status) (patented, pending, abandoned)
08/160,280 (Application Serial No.)	December 2, 1993 (Filing Date)	Patented (Status) (patented, pending, abandoned)
07/991,074 (Application Serial No.)	December 9, 1992 (Filing Date)	Pending (Status) (patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

All Attorneys Associated With Customer No. 27802

Send Correspondence to: **John K. Harrop, Dorsey & Whitney LLP**  
**1001 Pennsylvania Avenue, N.W.**  
**Suite 300 South**  
**Washington, D.C. 20004**

Direct Telephone Calls to: (name and telephone number)  
**John K. Harrop (703) 288-5247**

<input type="checkbox"/> Full name of sole or first inventor <b>John S. HENDRICKS</b>	<input type="checkbox"/> Sole or first inventor's signature 	Date <b>1/24/2002</b>
<input type="checkbox"/> Residence <b>Potomac Maryland 20854</b>		
<input type="checkbox"/> Citizenship <b>U.S.A.</b>		
Post Office Address <b>n/a</b>		

<input type="checkbox"/> Full name of second inventor, if any <b>Alfred E. BONNER</b>	<input type="checkbox"/> Second inventor's signature	Date
<input type="checkbox"/> Residence <b>Bethesda, Maryland 20817</b>		
<input type="checkbox"/> Citizenship <b>U.S.A.</b>		
Post Office Address <b>n/a</b>		

**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (*list name and registration number*)

All Attorneys Associated With Customer No. 27802

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**1001 Pennsylvania Avenue, N.W.**  
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**John K. Harrop (703) 288-5247**

Full name of sole or first inventor <b>John S. HENDRICKS</b>	Date
Sole or first inventor's signature 	
Residence <b>Potomac, Maryland 20854</b>	
Citizenship <b>U.S.A.</b>	
Post Office Address <b>n/a</b>	

Full name of second inventor, if any <b>Alfred E. BONNER</b>	Date
Second inventor's signature 	<i>29 V MAR 02</i>
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Citizenship <b>U.S.A.</b>	
Post Office Address <b>n/a</b>	

Full name of third inventor, if any <b>John S. MCCOSKEY</b>	Date
Third inventor's signature 	<i>1/31/2002</i>
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Post Office Address <b>n/a</b>	

Full name of fourth inventor, if any <b>Michael L. ASMUSSEN</b>	Date
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Post Office Address <b>n/a</b>	

Full name of fifth inventor, if any	
Fifth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	

Full name of sixth inventor, if any	
Sixth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	

Full name of third inventor, if any <b>John S. MCCOSKEY</b>	Date
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Full name of fourth inventor, if any <b>Michael L. ASMUSSEN</b>	Date
Fourth inventor's signature <i>Michael L. Asmusen</i>	<i>1/17/02</i>
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Post Office Address <b>n/a</b>	

Full name of fifth inventor, if any	
Fifth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	

Full name of sixth inventor, if any	
Sixth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	



**NON-DISCLOSURE AGREEMENT**

WHEREAS, I, Alfred E. Bonner, with an office at 8300 Bradley Boulevard, Bethesda, MD 20817, am listed as an inventor on a U.S. Patent Application entitled INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION DELIVERY SYSTEMS (the "U.S. Patent Application") and

WHEREAS, Discovery Communications, Inc. ("DCI"), with an office at 7700 Wisconsin Avenue, Bethesda, MD 20814, is the assignee of the U.S. Patent Application; and

WHEREAS, I desire to maintain a copy of the U.S. Patent Application; and

WHEREAS, DCI desires to maintain the patent application a trade secret.

NOW THEREFORE, Alfred E. Bonner, agrees as follows:

In exchange for being provided a complete copy of the U.S. Patent Application, I shall not disclose the U.S. Patent Application or its contents to any third parties or persons until the U.S. Patent Application is published or becomes public.

I understand that the U.S. Patent Application is considered proprietary information of DCI.

Date: 29 Jan 02

  
Alfred E. Bonner